

What I learned:

I always hear, “malls are dying” and I cannot totally disagree with that. The retail industry is constantly changing and with a strong prevalence of online shopping there is more of a challenge to keep brick and mortar stores open. I learned that it is all about reinventing the mall and shopping experience. This is why my summer position was so driven by event planning. We had to be creative and come up with ideas on how to drive traffic to the mall. It was fun to participate in events and be innovative with our ideas. With all this being said, I believe there will always be a need for some sort of a mall format, the question is how different will it be from today's format?



Why I selected this project:

I wanted to choose a marketing experience that was related to retail. I have always had a passion for the retail industry and this position allowed me to explore my curiosities on another level. I worked previously in a department store selling products one on one with customers. However, this summer experience was a heightened opportunity in allowing me to see how consumers interact with a variety of stores.

Southern Park Mall 2019 Summer Internship

Project Description:

I was a Marketing Intern for Washington Prime Group Inc. at Southern Park Mall in my hometown of Boardman, Ohio this past summer. It was my responsibility to assist and create events to drive mall traffic, handle social media to bring awareness and relevance, as well as helping in any other tasks that needed to be completed within the mall.



Why it was transformational:

My summer internship was transformational in many ways. I gained business knowledge that cannot always be taught in classrooms, which I will carry with me to my future careers. I formed relationships with amazing people that I am still in contact with and miss dearly. I learned more about the industry that I am passionate about and am even more driven to create some sort of difference in the retail world. Over the short three months working in the mall office I have gained a stronger feeling of maturity within myself. Hearing other people's life stories and even experiencing some of them with them in the mall has created a positive impact on my life.



Name: Sandra Stanic

STEP Project Category: Internship

STEP Faculty Member: Scott Demyan

Major: Marketing



Favorite part of my experience:

My favorite part of my experience had to be my final project for my internship. It was my responsibility at the end of the summer to complete a Back-To-School Event. The main part of the event was a small petting zoo. This was my big idea to bring a small pony, mini baby pig, 2 baby goats and 8 bunny rabbits. I also had mall tenants participate in their own ways. For example Claire's mascot, Claire Bear, was taking pictures with the kids and animals. I had our art café come paint a back-to-school themed painting as well as kids had a coloring and craft station. Overall the event was a success and is a day I will never forget.



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